

De resultaten van 'Wat Wilt U?'



STICHTING
DISPOSABLES
BENELUX

BEKERRECYCLING, DAAR KRIJG JE MEER VOOR TERUG!

De verwachtingen en percepties van de abonnees van Stichting Disposables Benelux

Wat Wilt U? - Doelstellingen

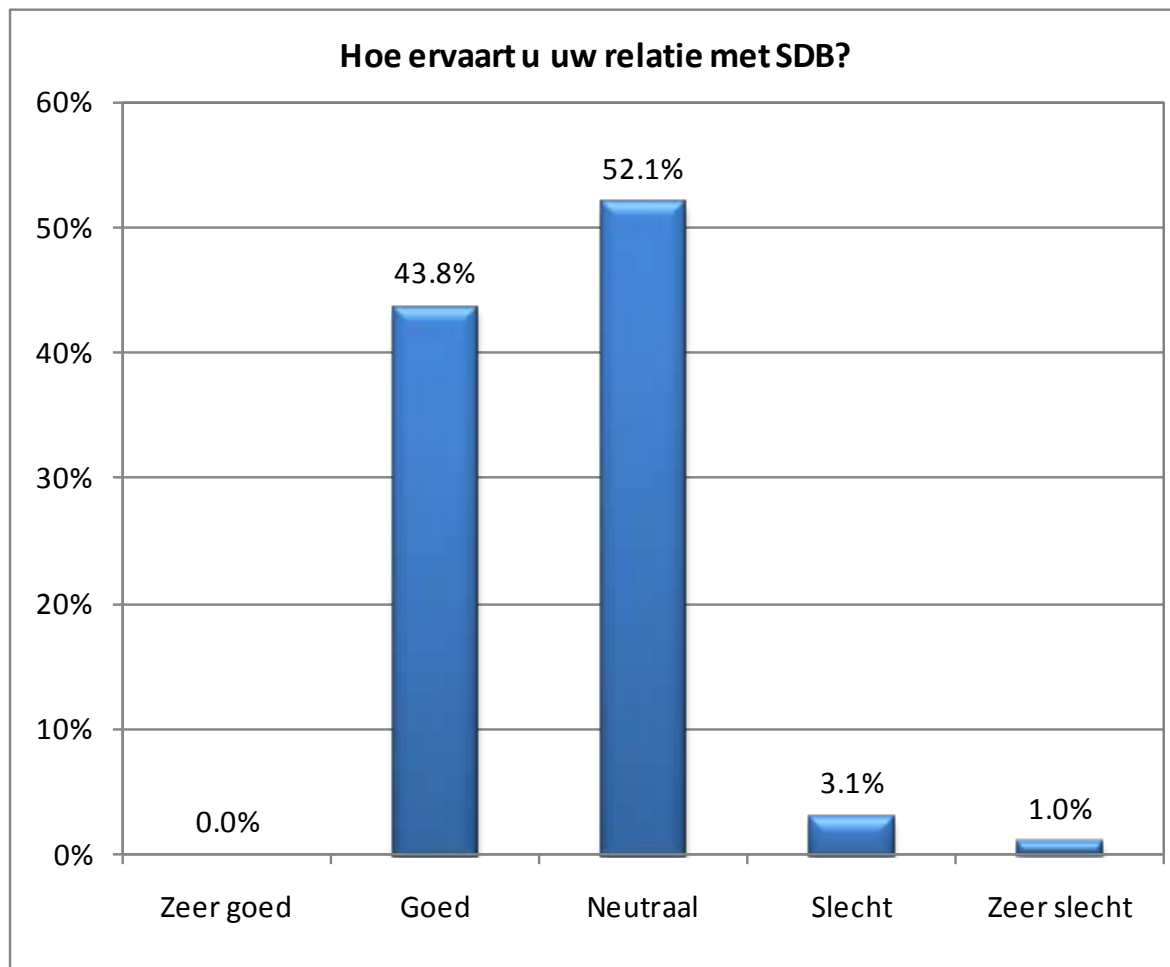
1. Welk beeld hebben de abonnees bij SDB?
2. Verbeteren van de relatiegerichtheid van SDB
3. Hoe kan SDB huidige en nieuwe abonnees beter binden
4. Hoe kan SDB relaties beter werven
5. Welke producten en diensten zijn hier voor nodig

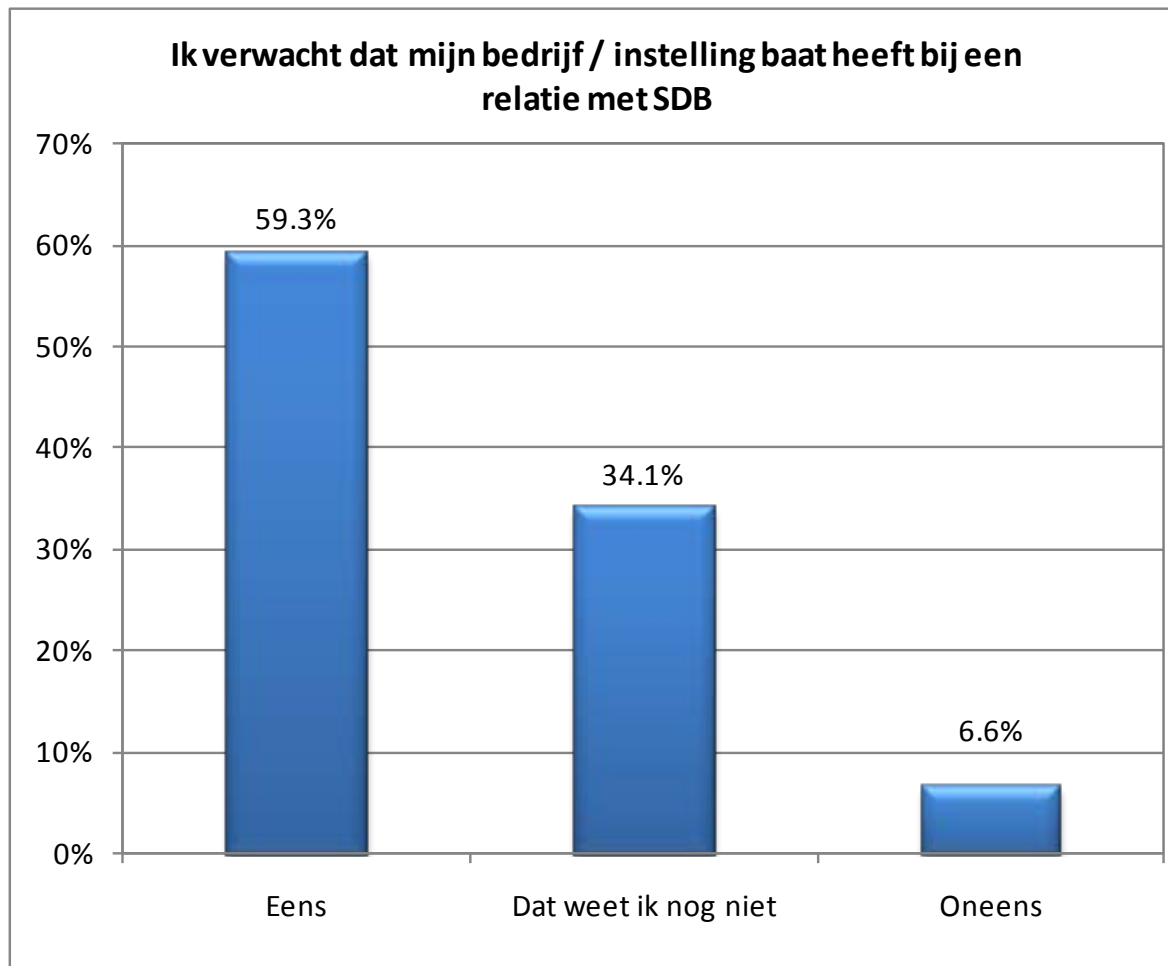
Onderzoeksopzet + respons

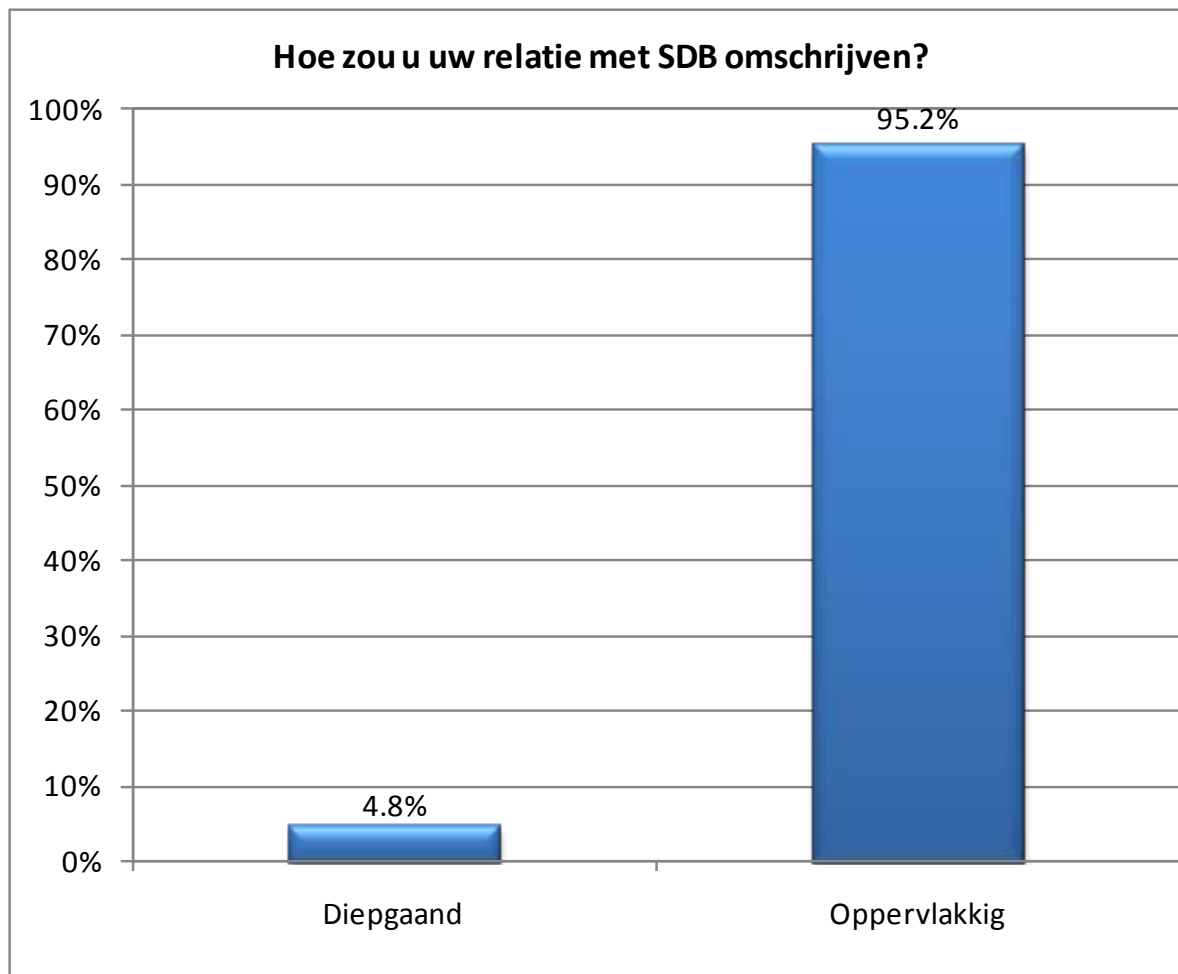
- Kwantitatief onderzoek onder 1 doelgroep
- Lange vragenlijst (102 vragen)
- Vastleggingsduur ongeveer een half uur
- Op naam, dus niet anoniem
- Benaderingswijze: e-mail / vragenlijst op internet
- Eigen NAW-data van SDB (abonnees)
- Totaal 354 abonnees benaderd (meerdere personen binnen 1 bedrijf)
- Bruto respons is 28% (N = 99). Dit zijn respondenten die de vragenlijst niet geheel hebben ingevuld
- Netto respons is 11% (N=40). Dit zijn respondenten die de vragenlijst geheel hebben ingevuld (completes)

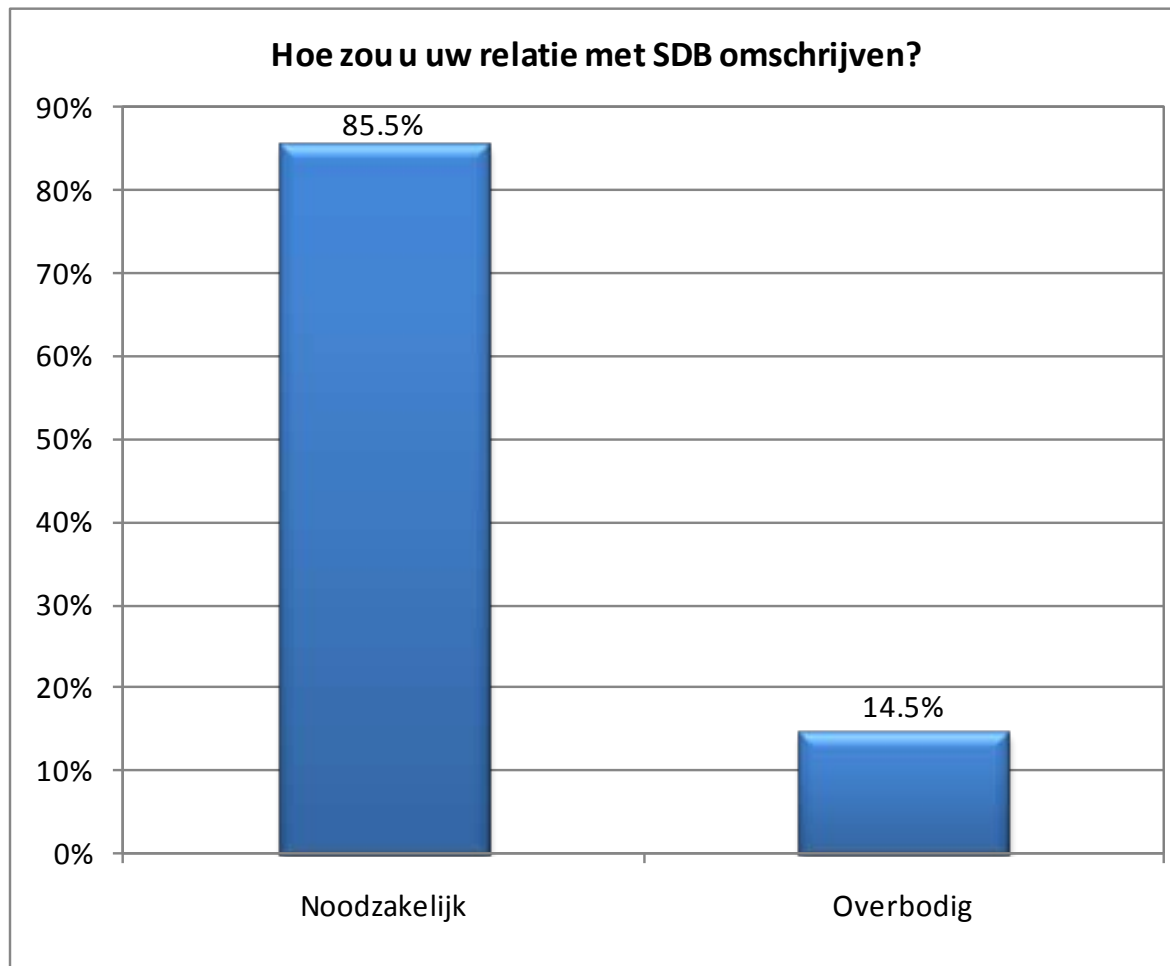
Hoe percipiëren de huidige abonnees de band met SDB?

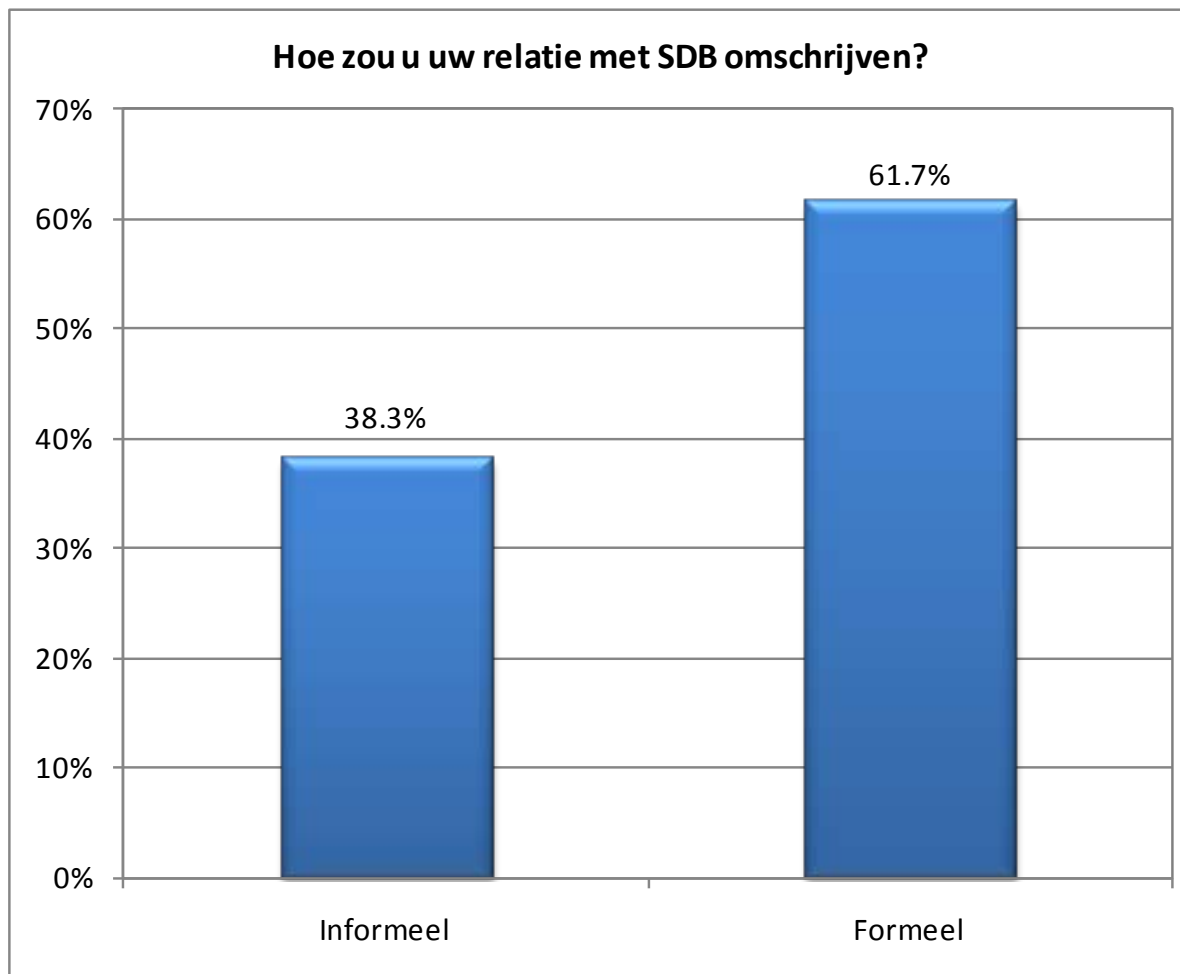
Resultaten op globaal niveau

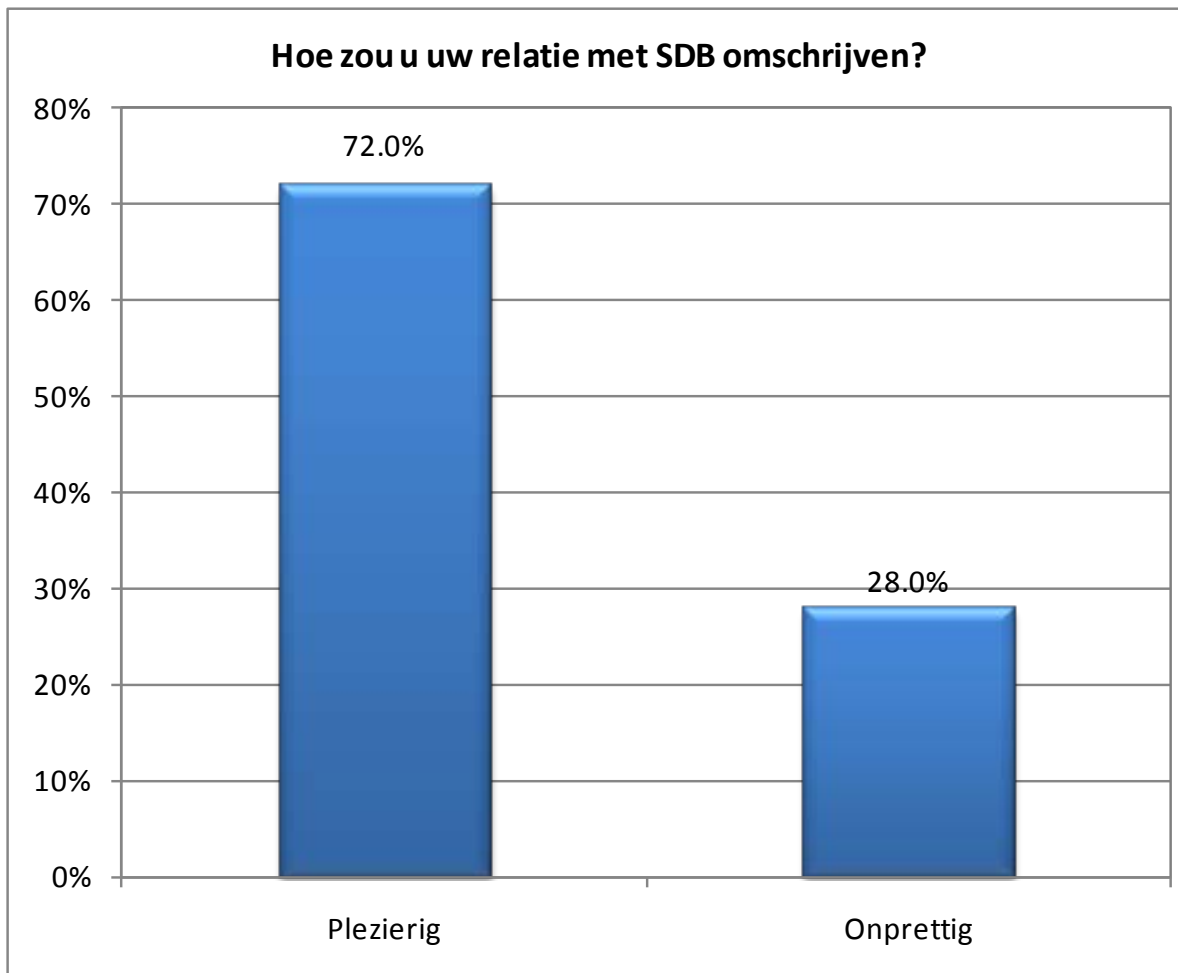


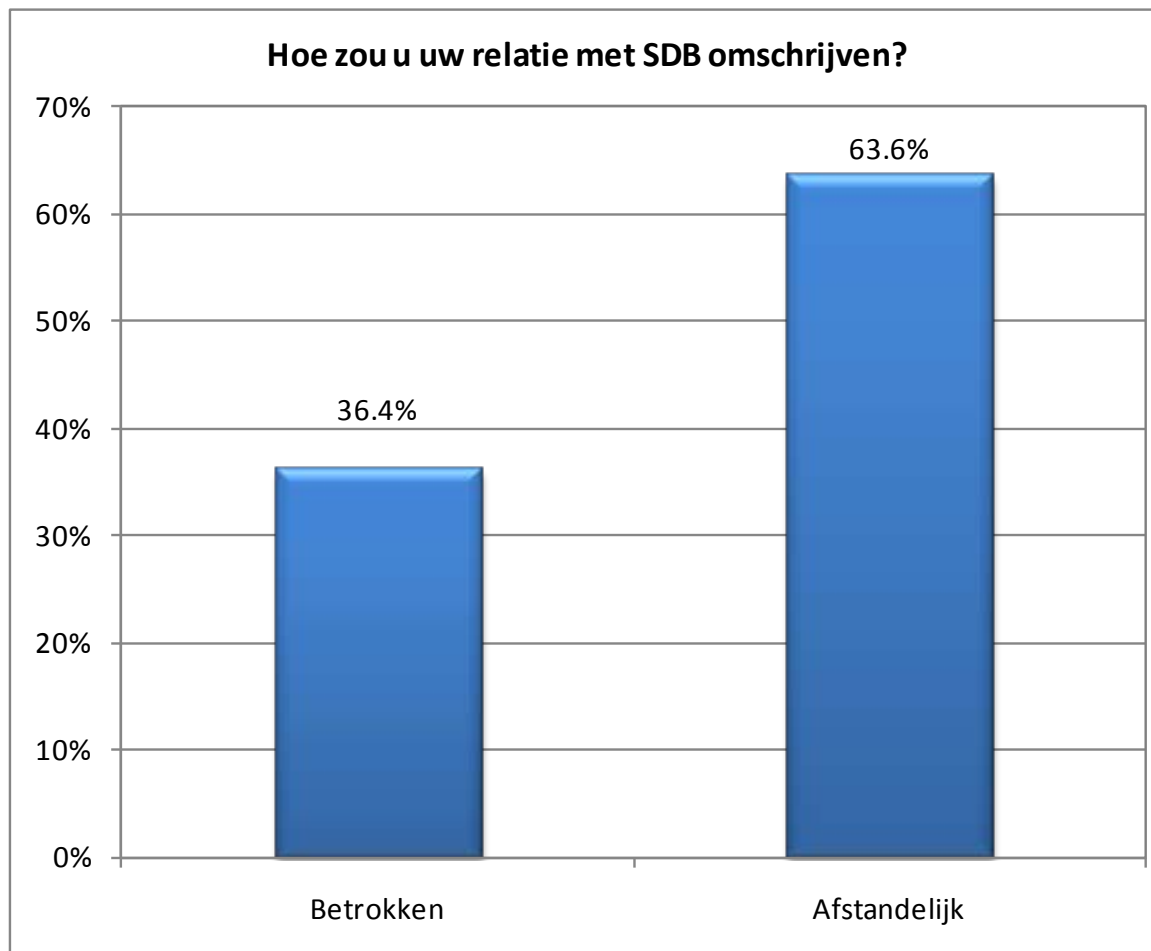


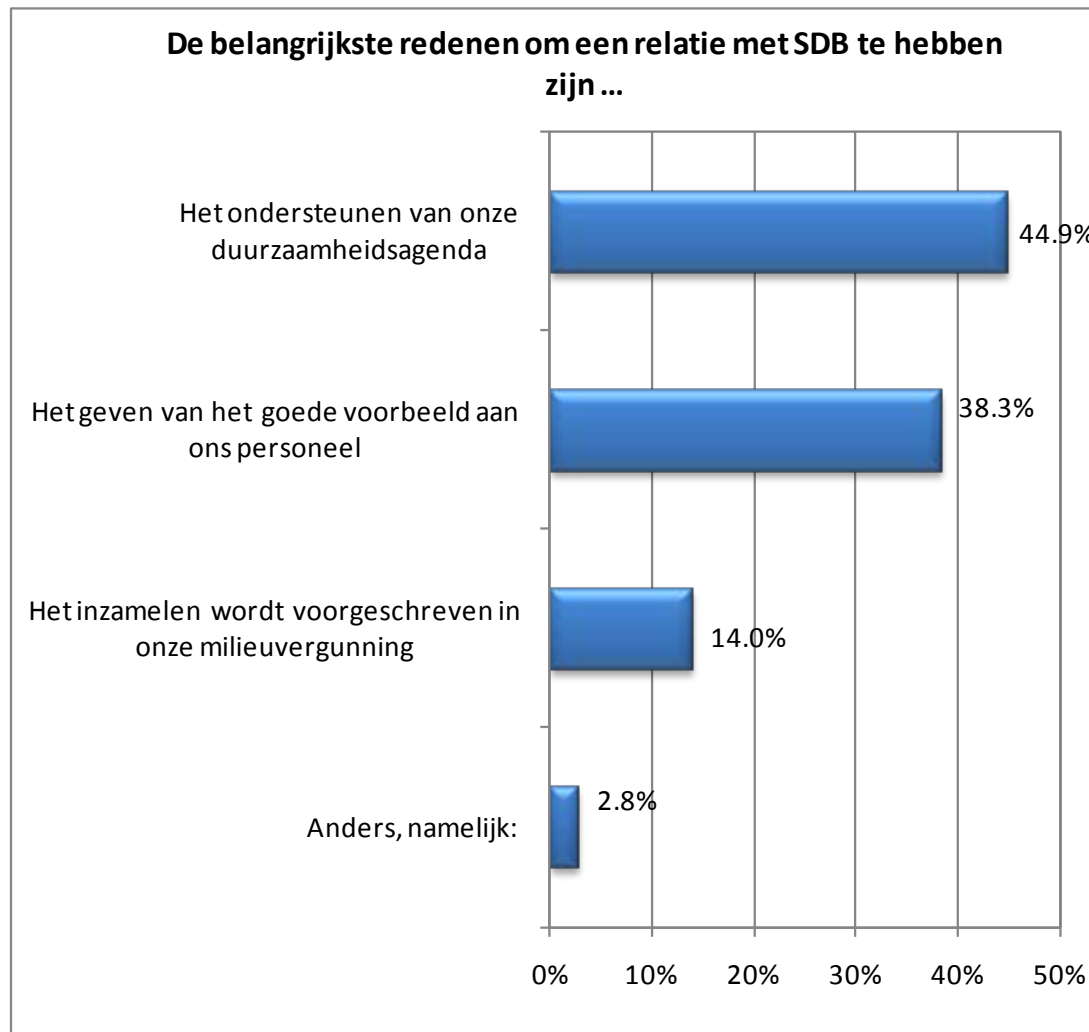


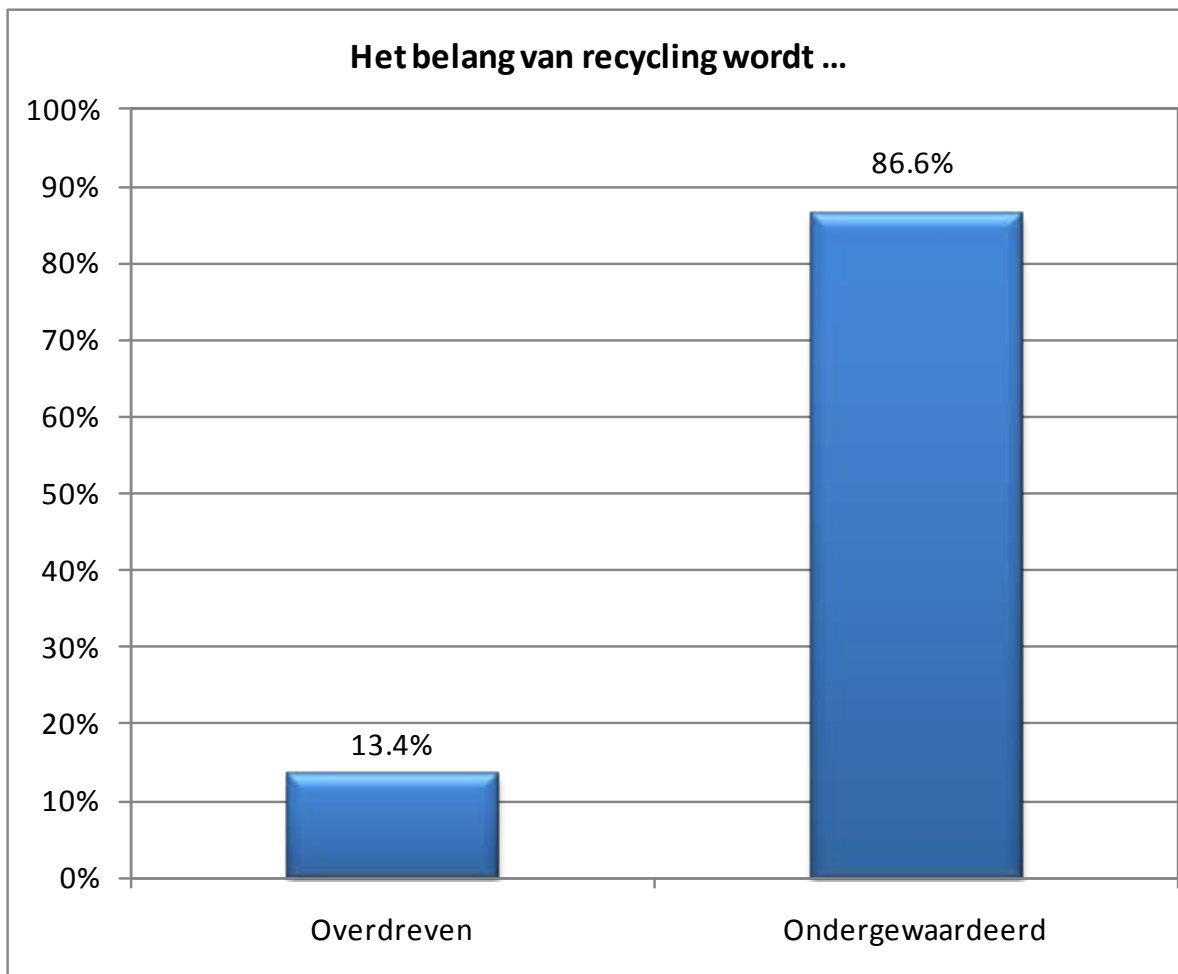


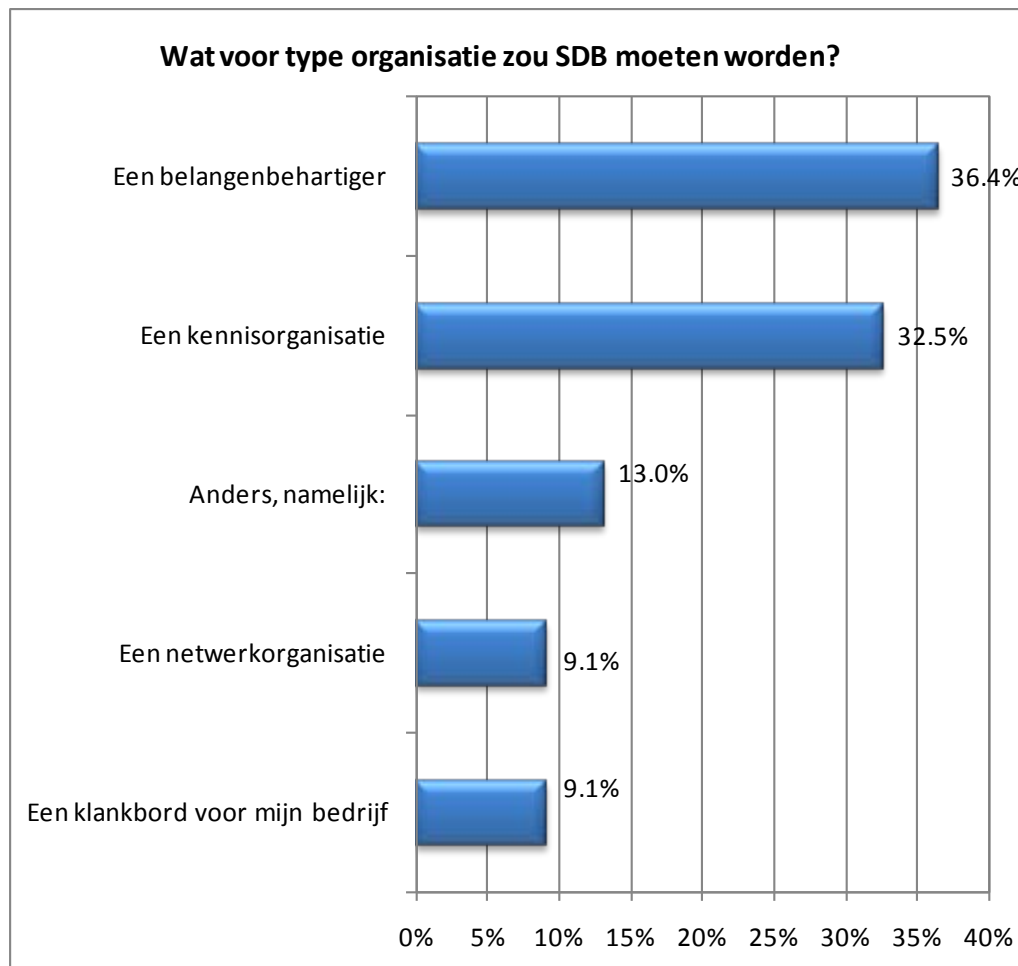


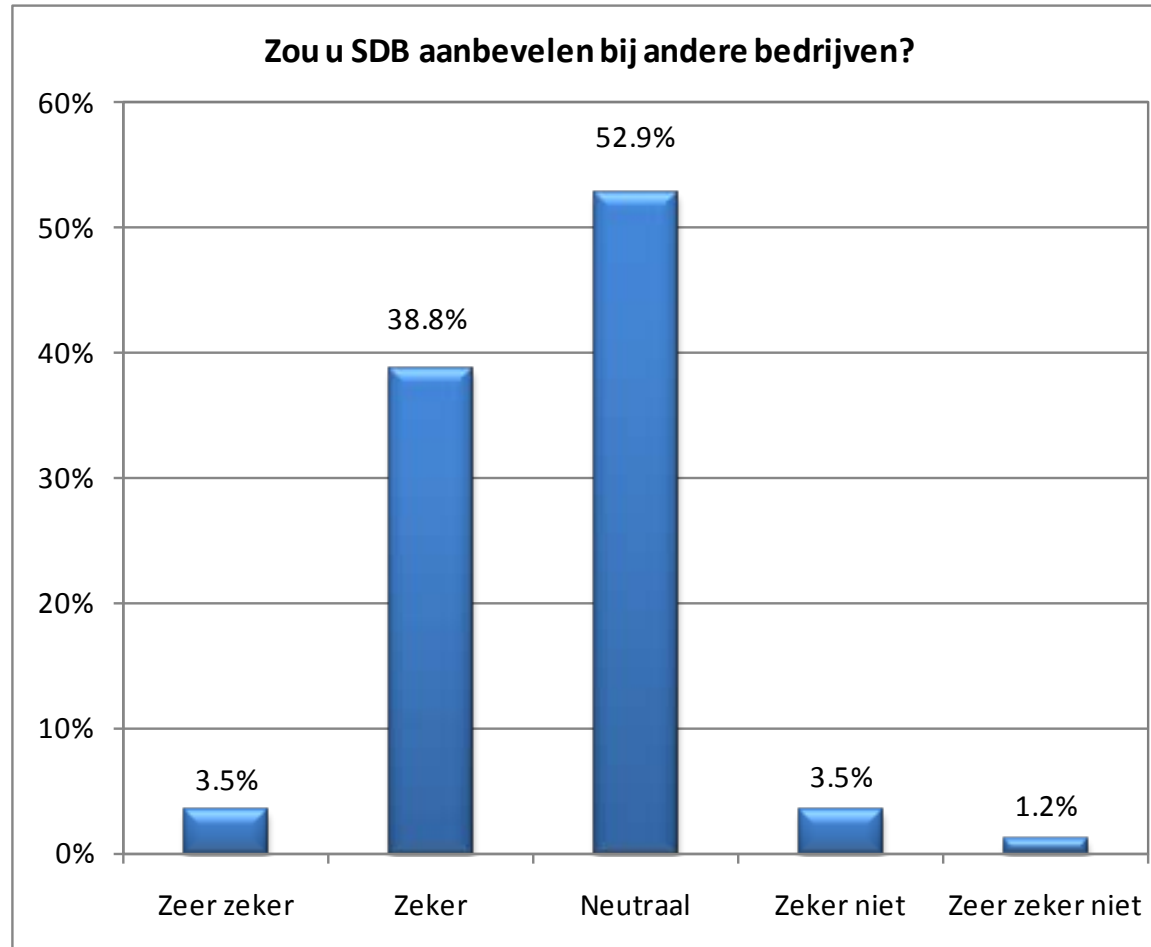


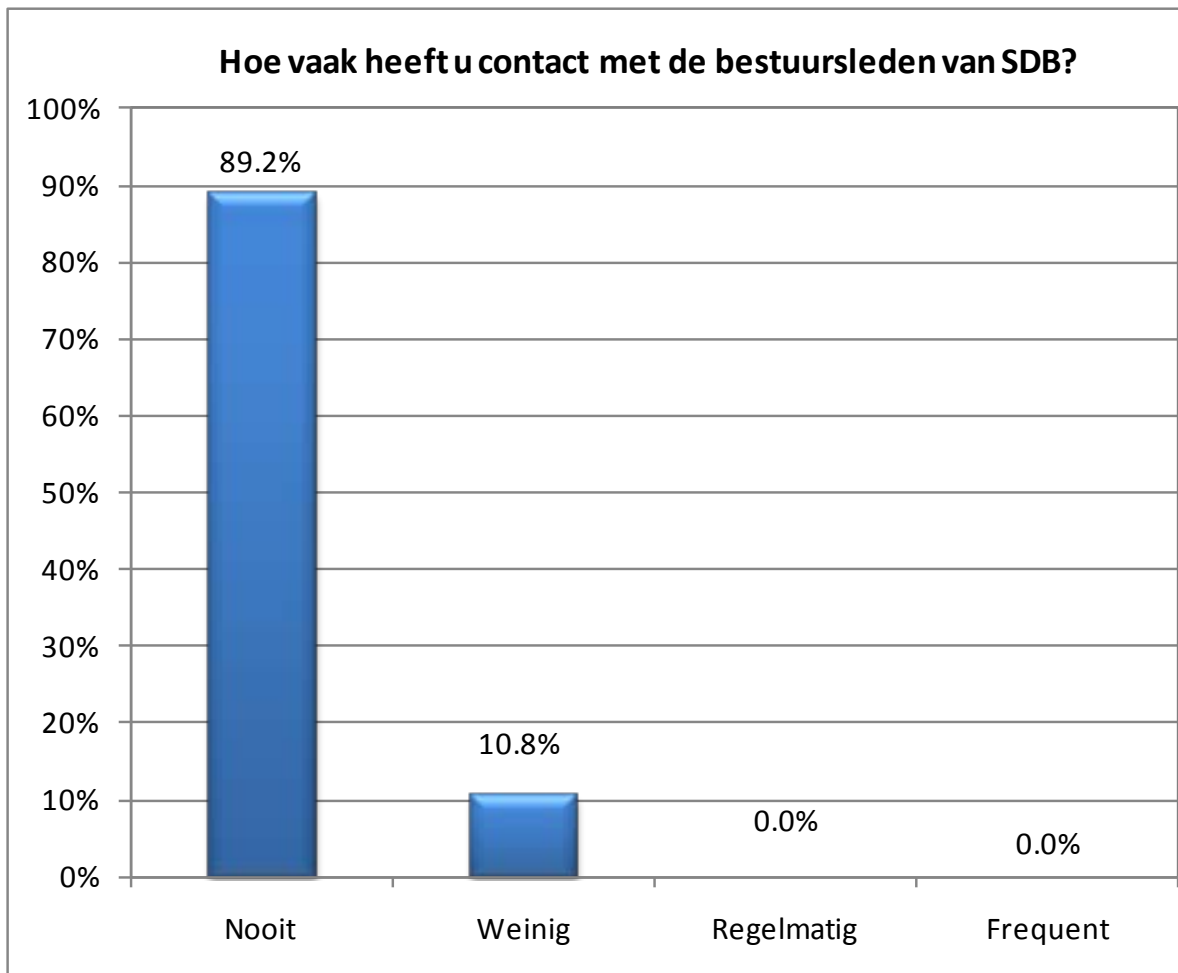


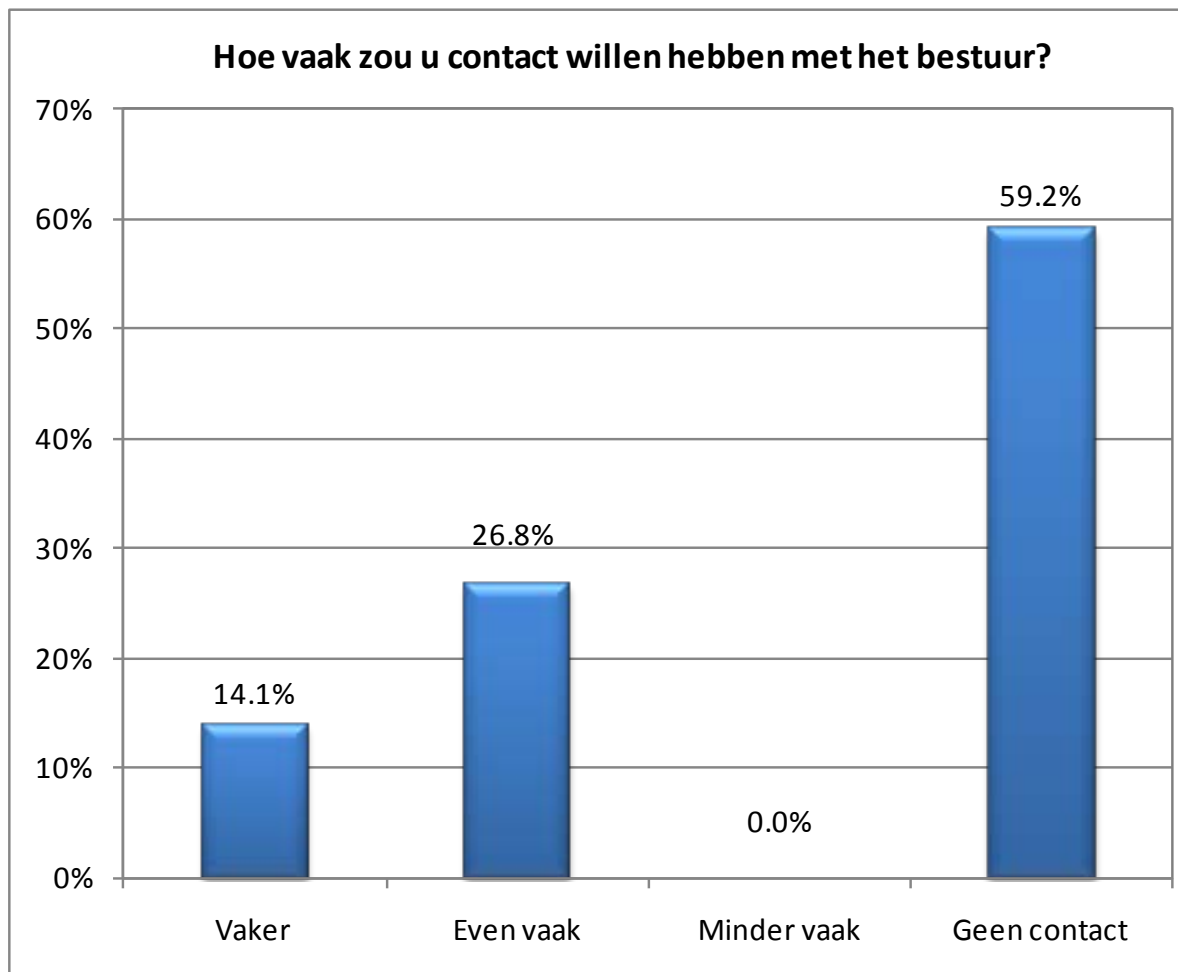


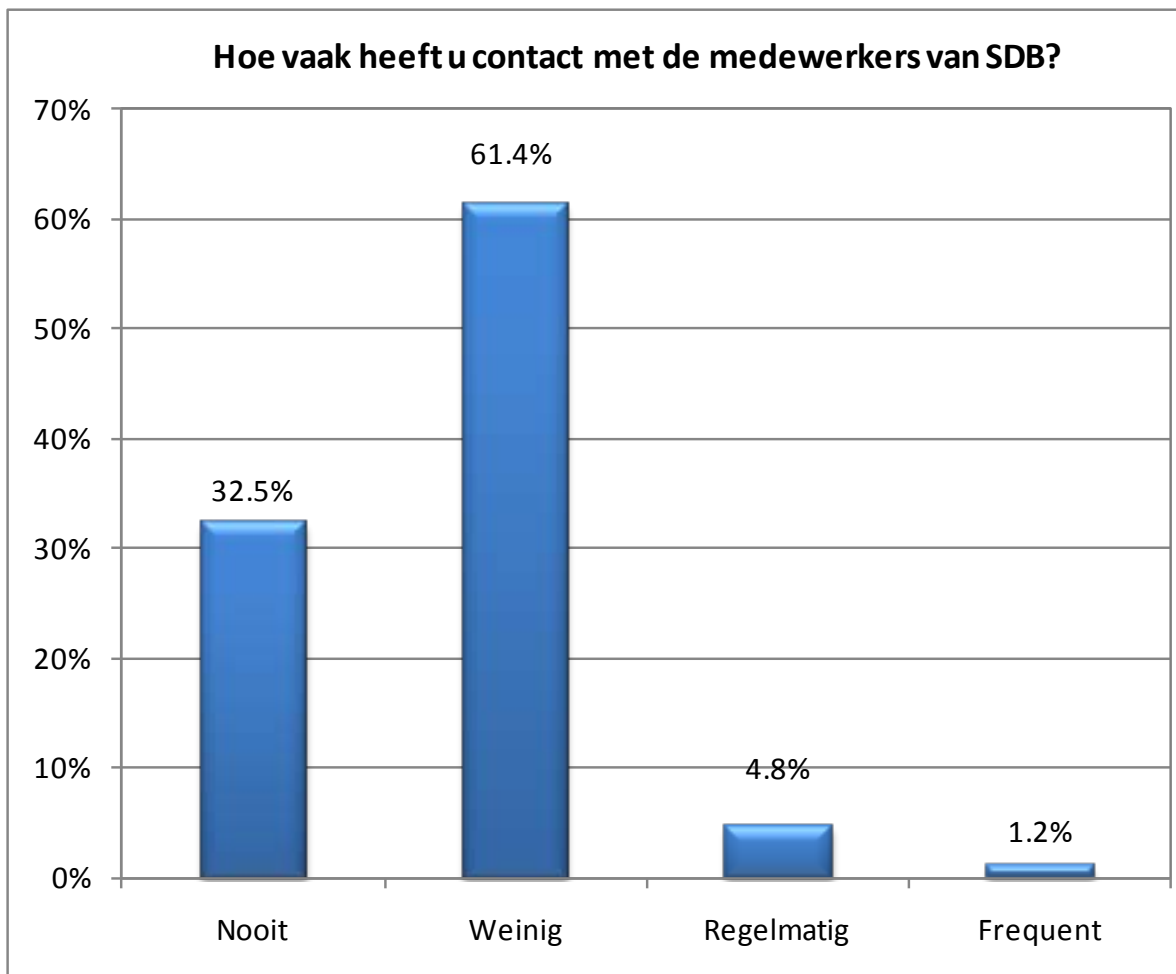


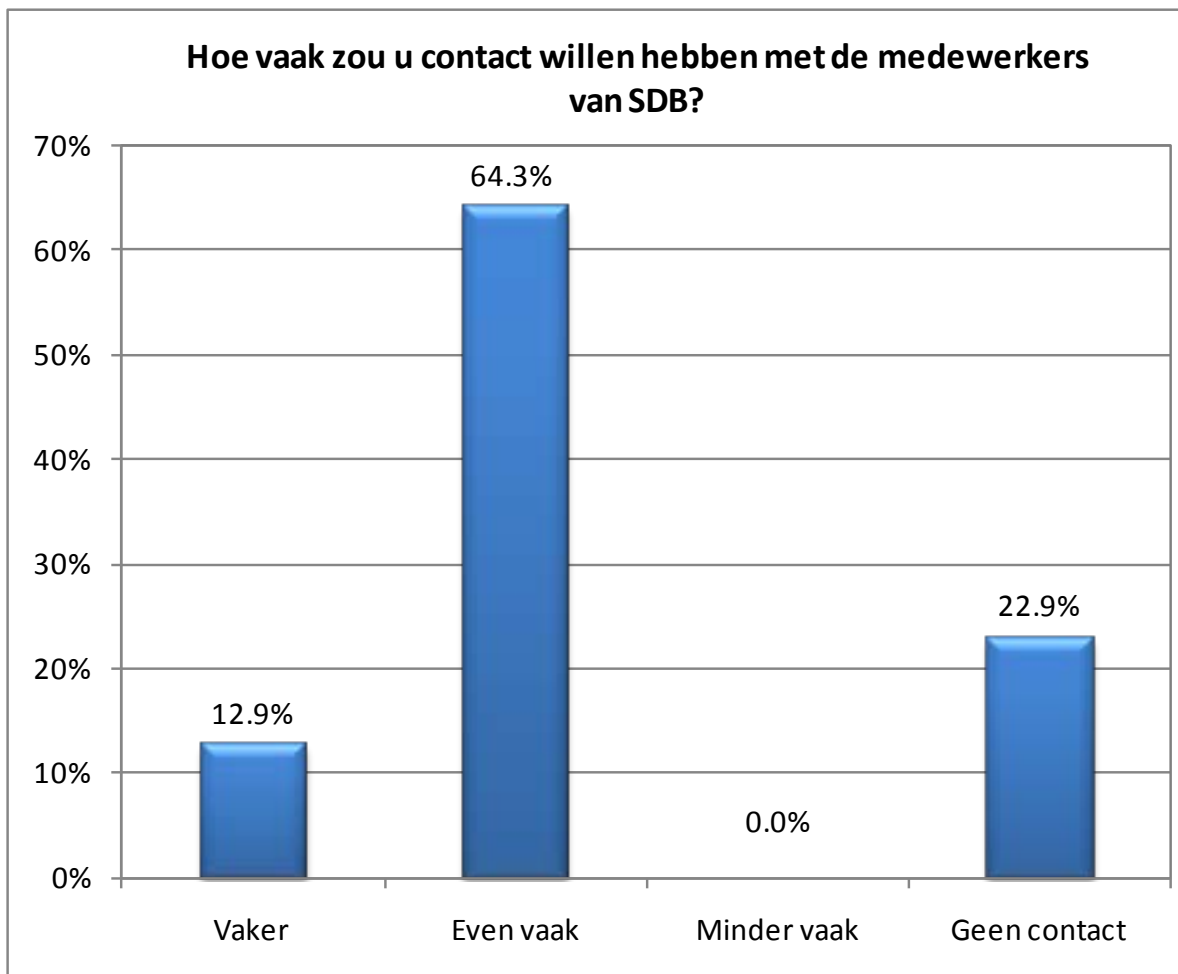




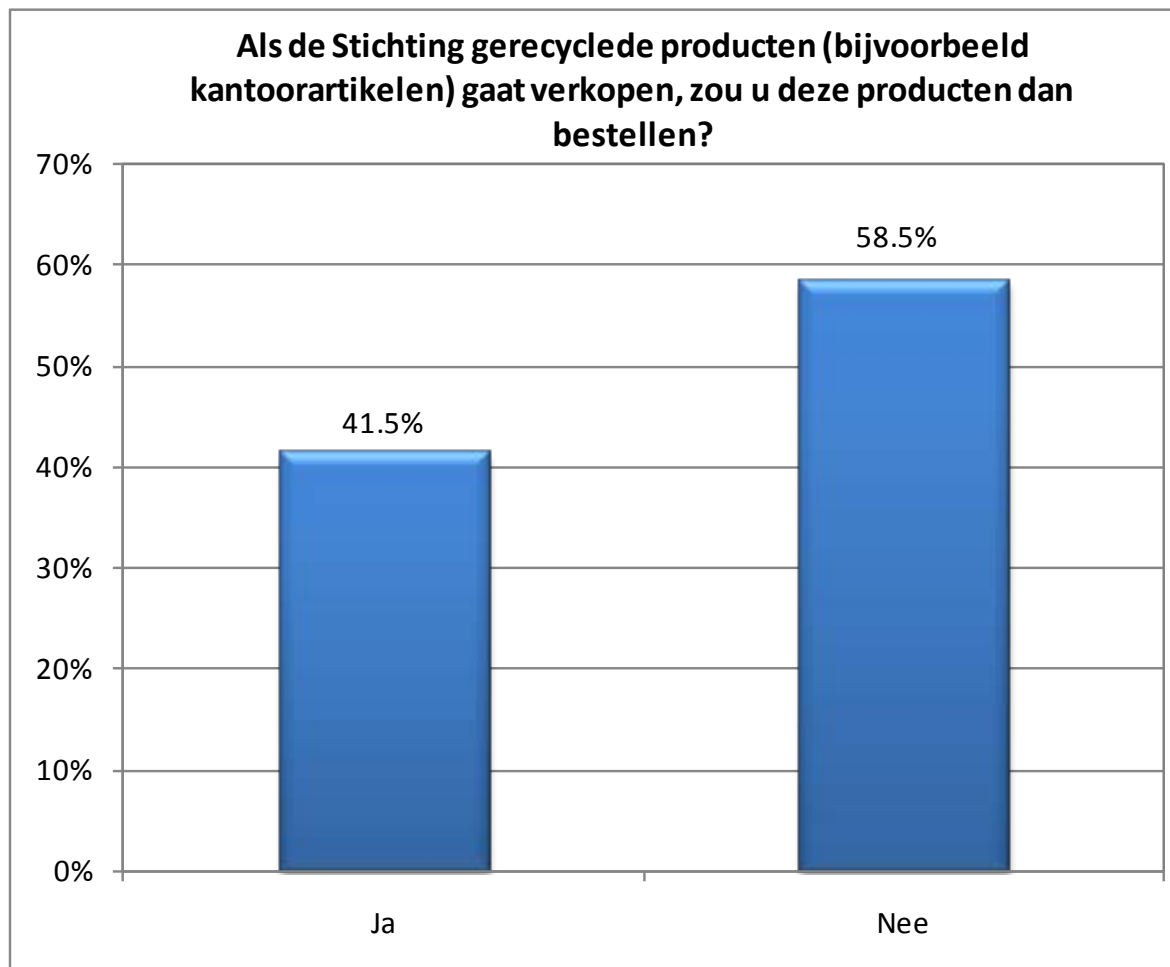


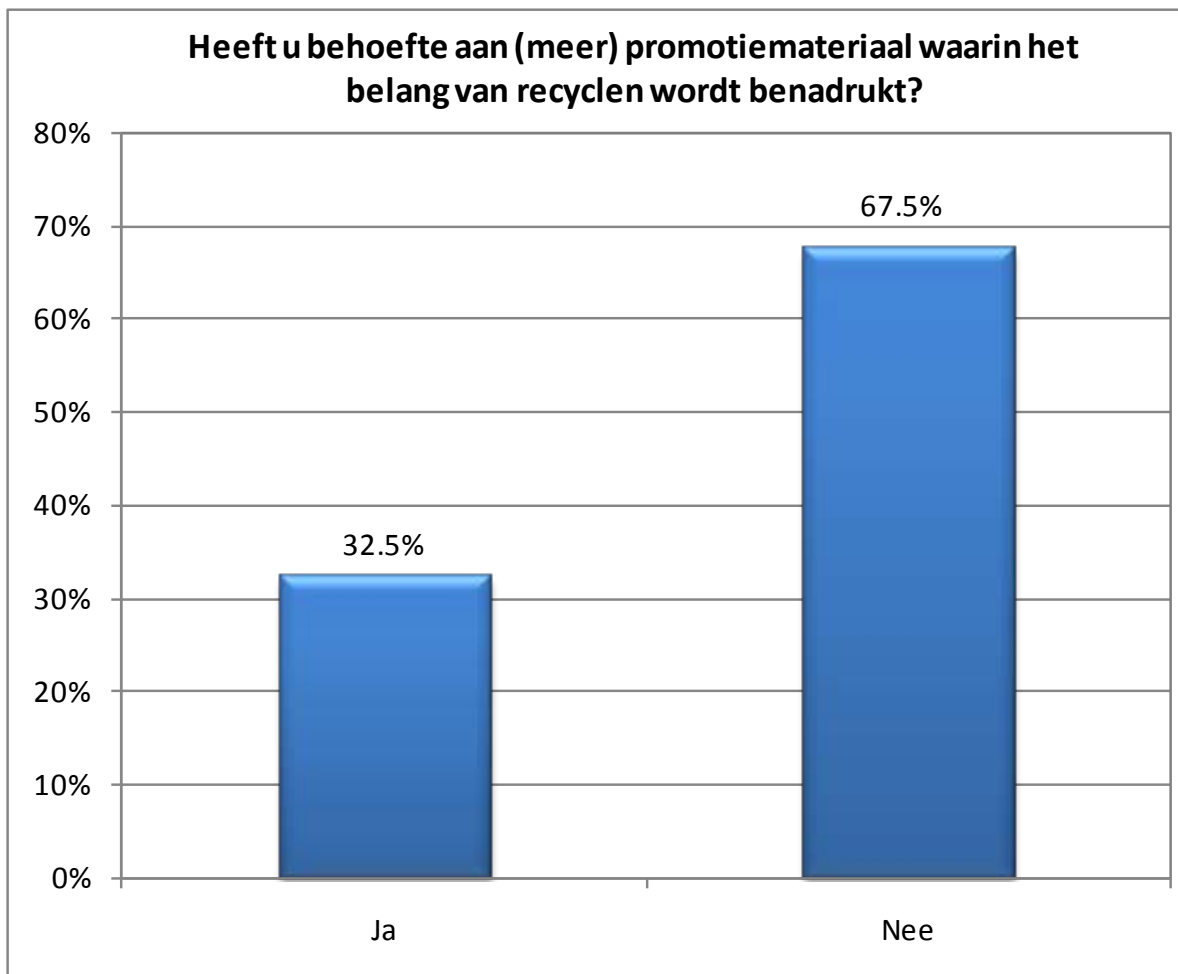


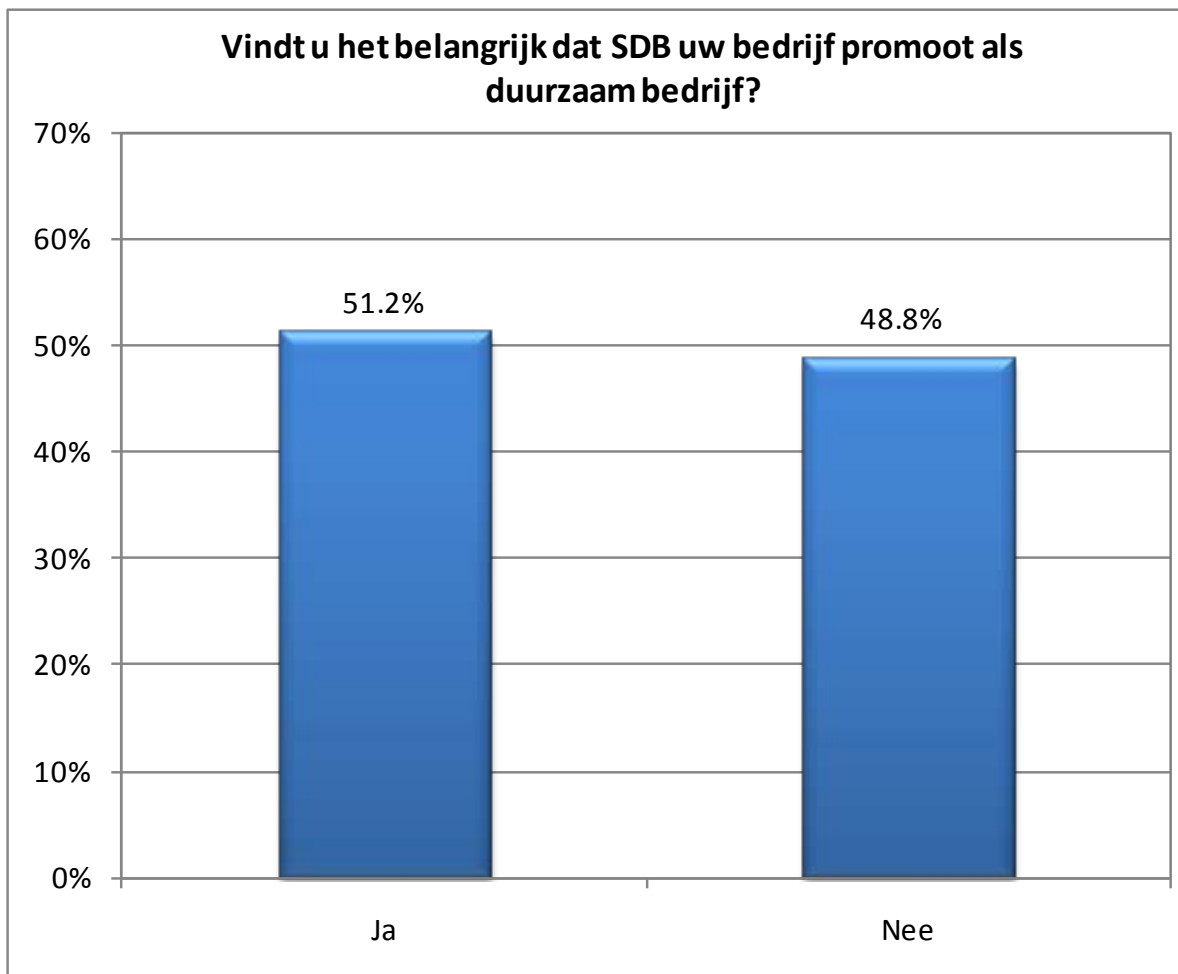


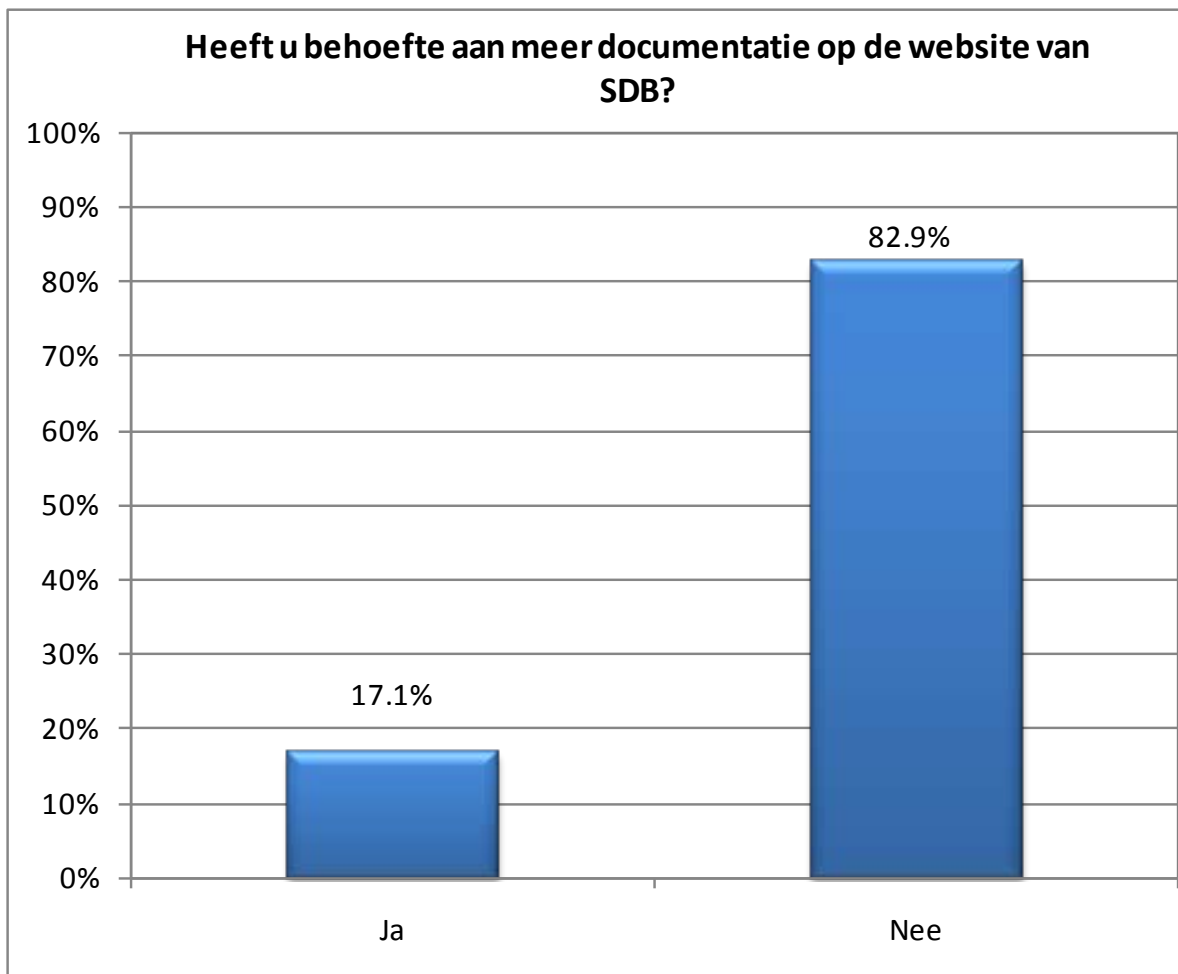


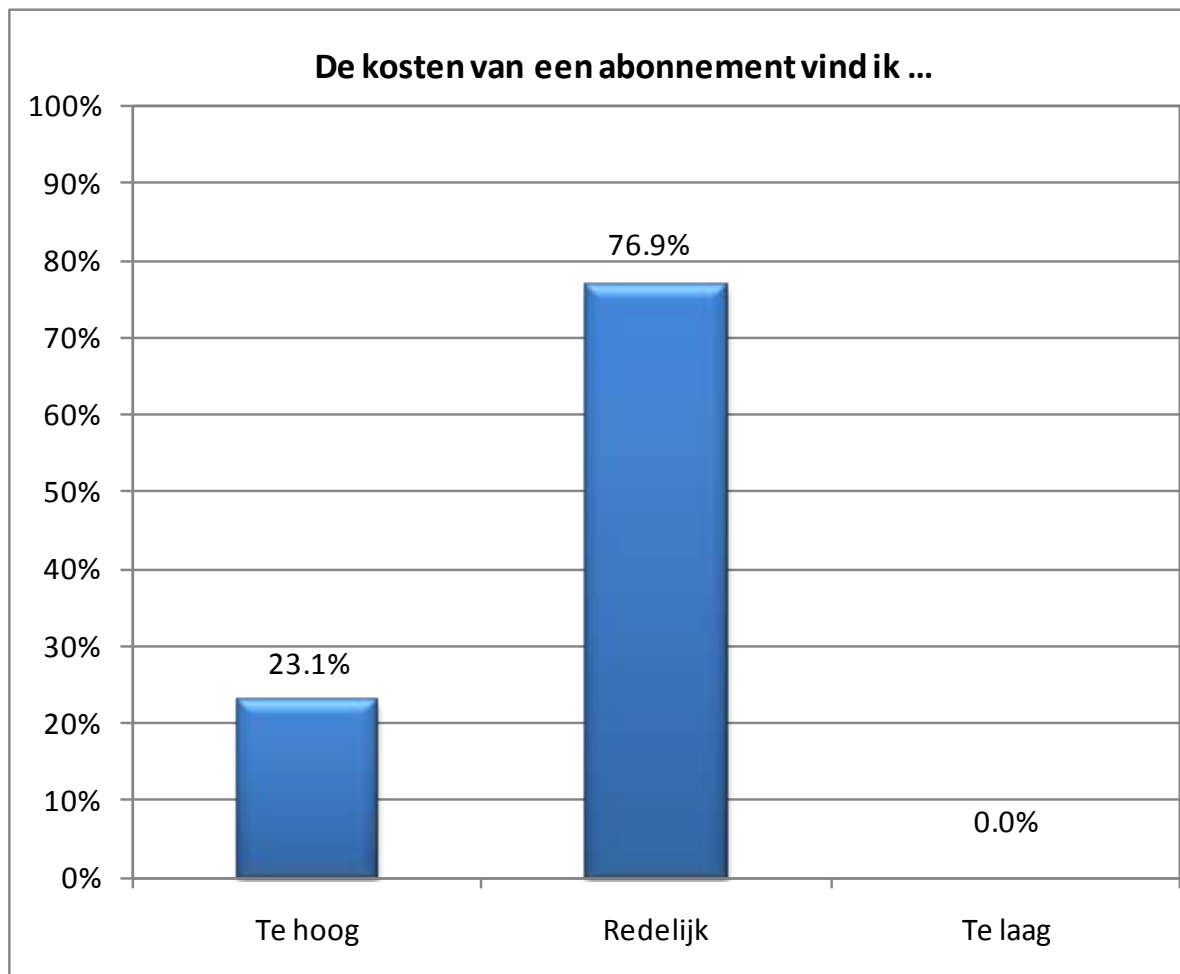
Toekomstige vraag abonnees

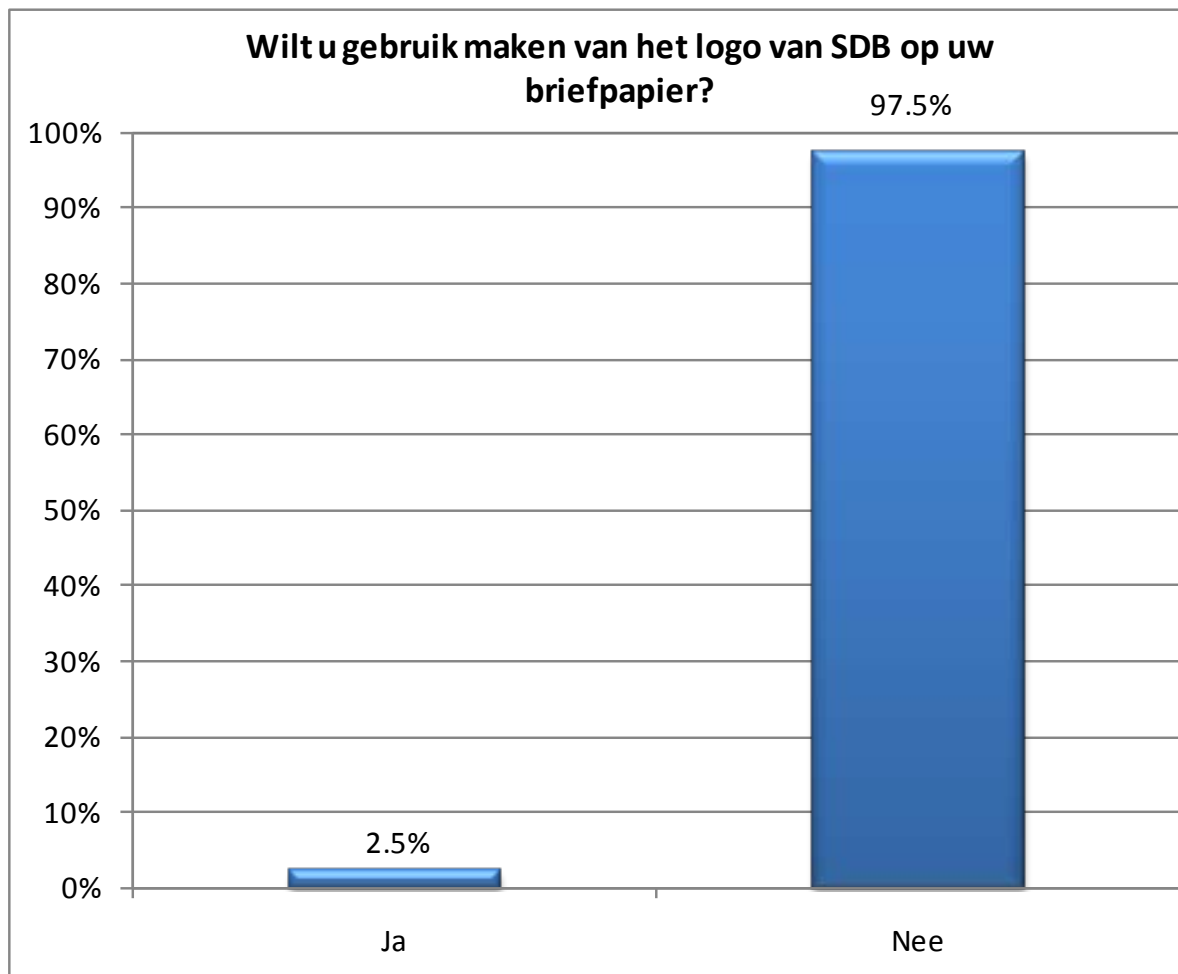


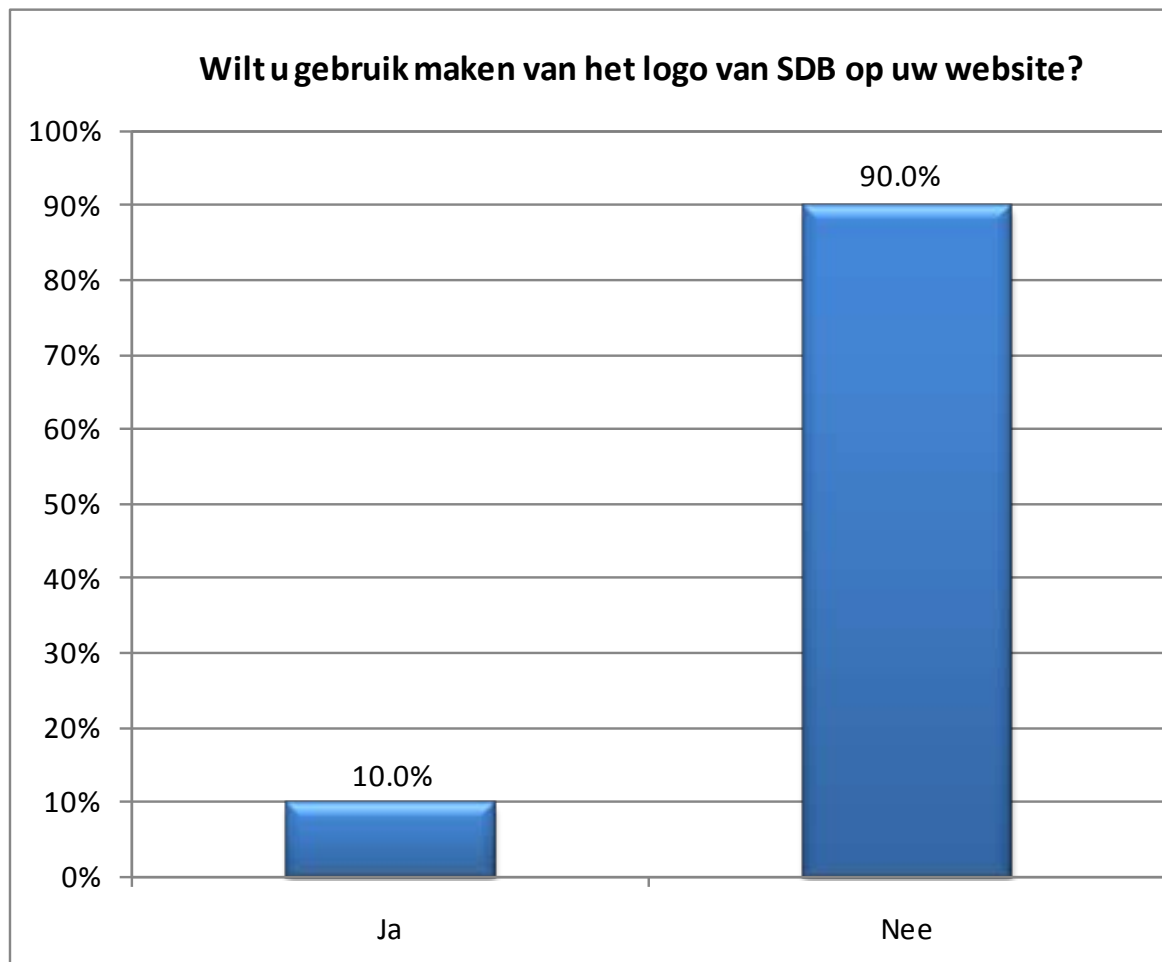


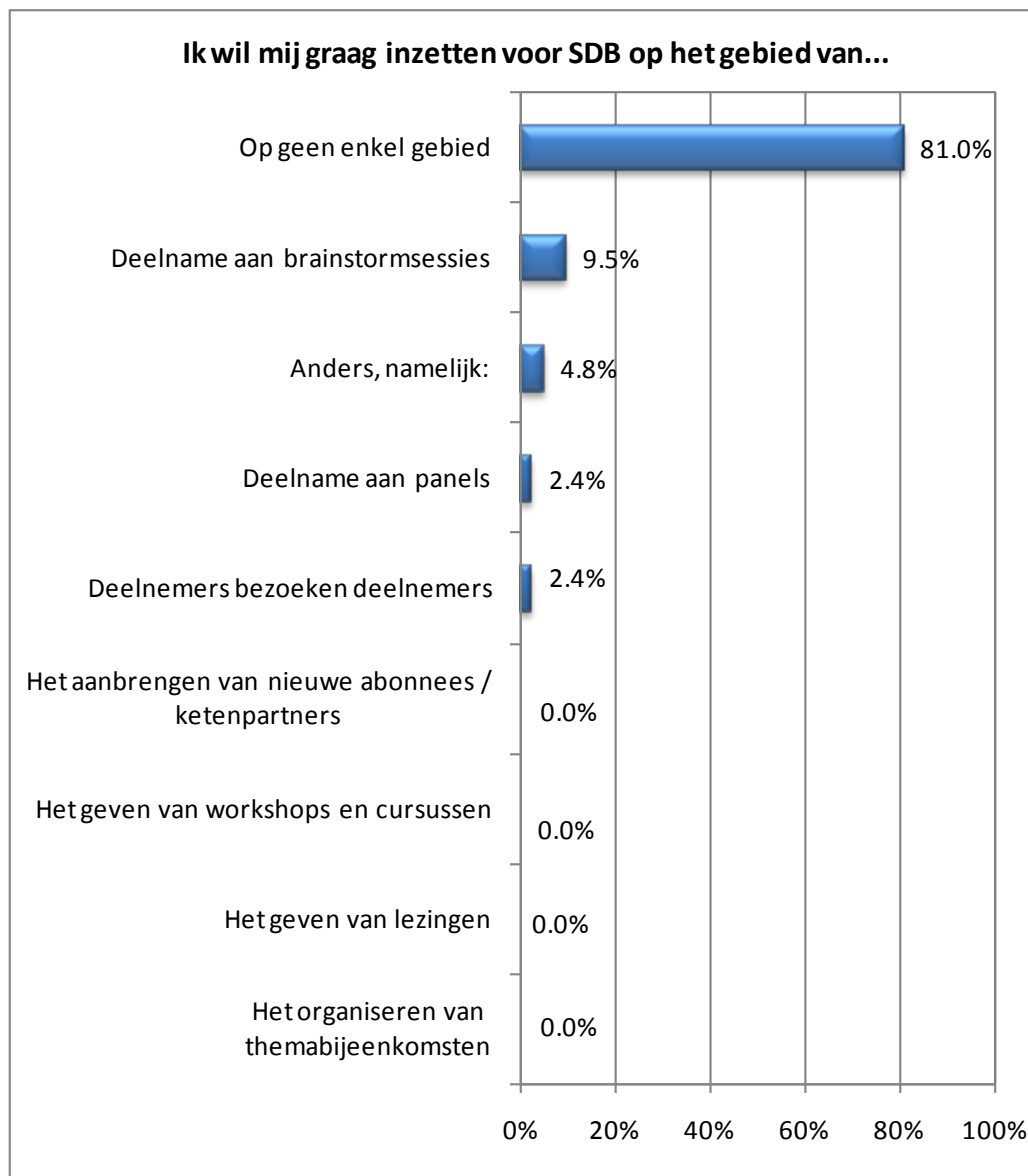




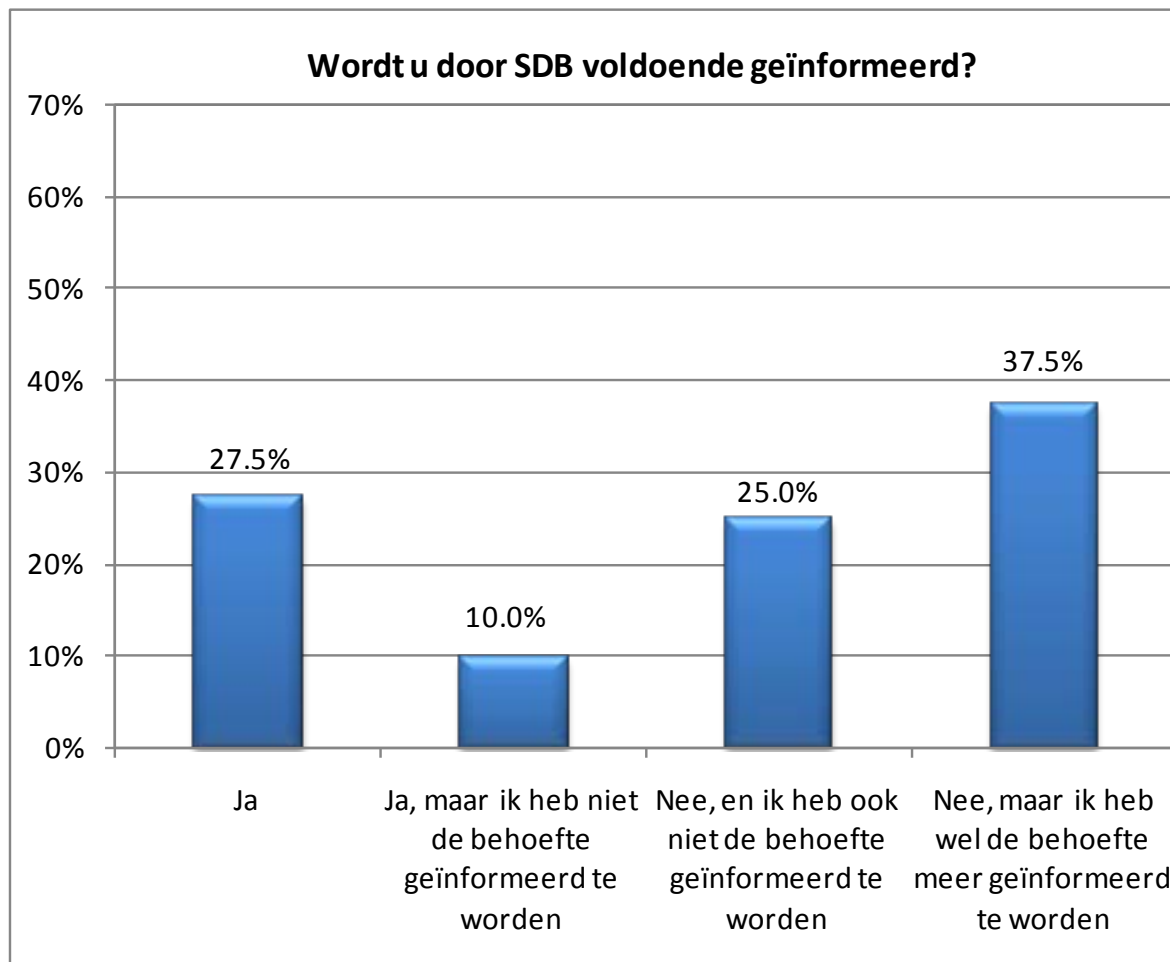


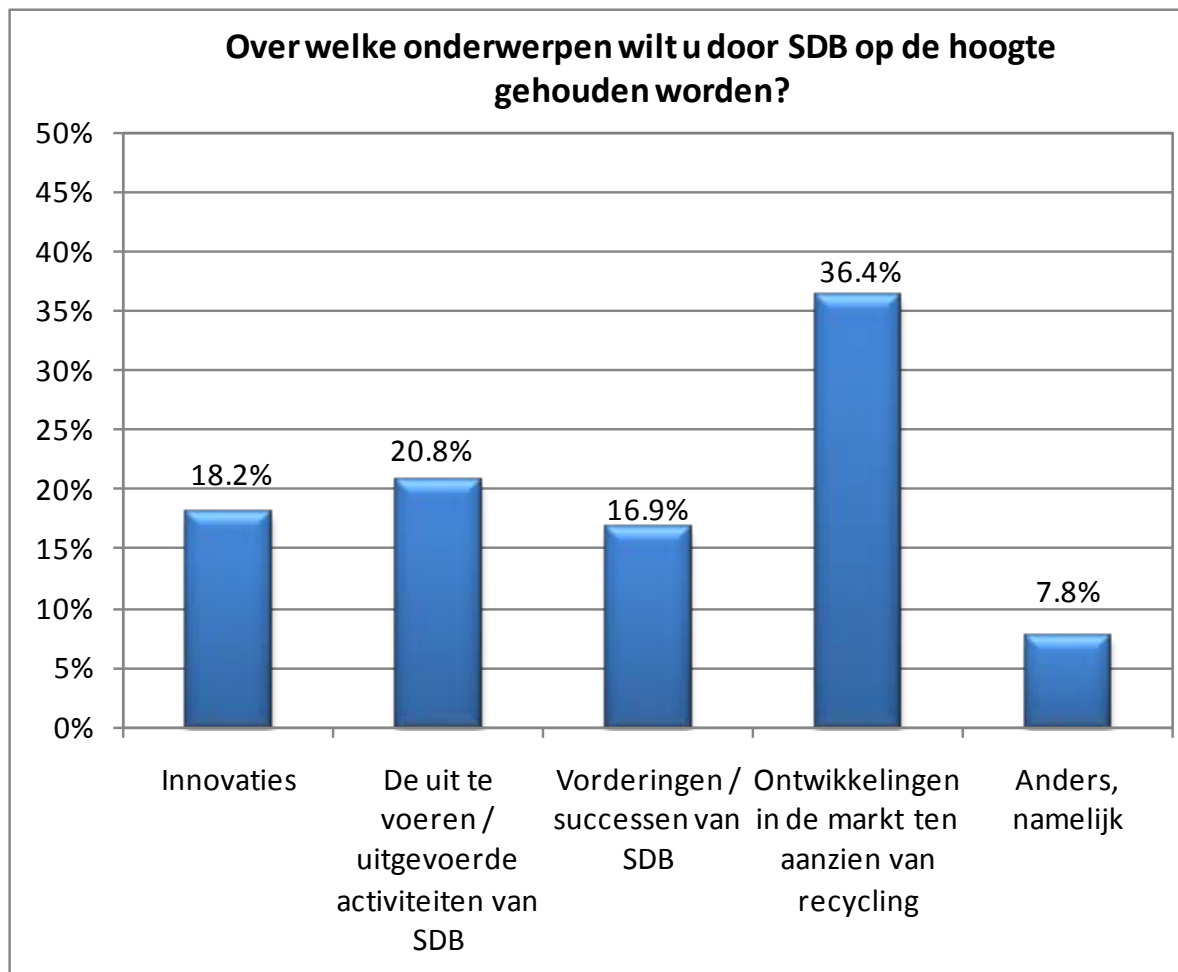


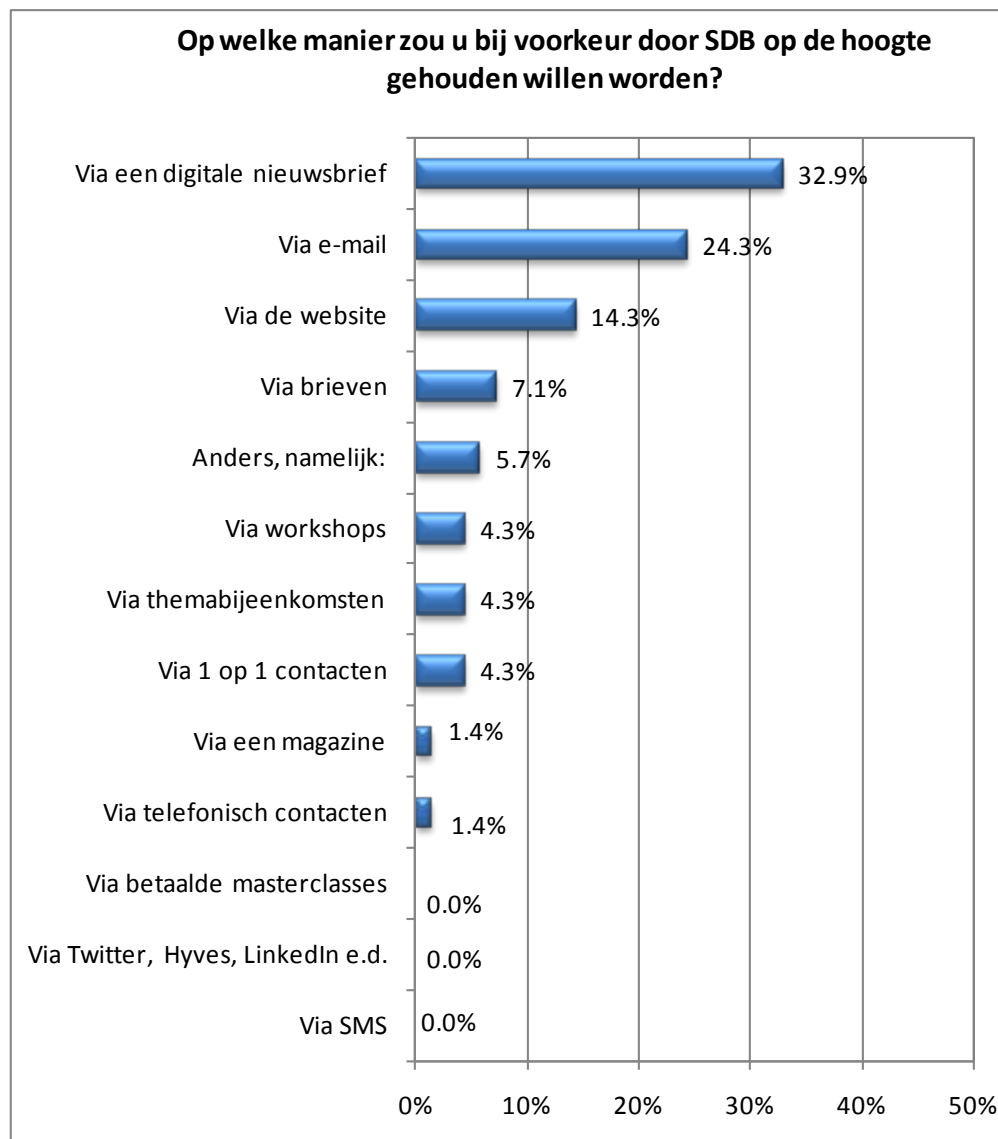


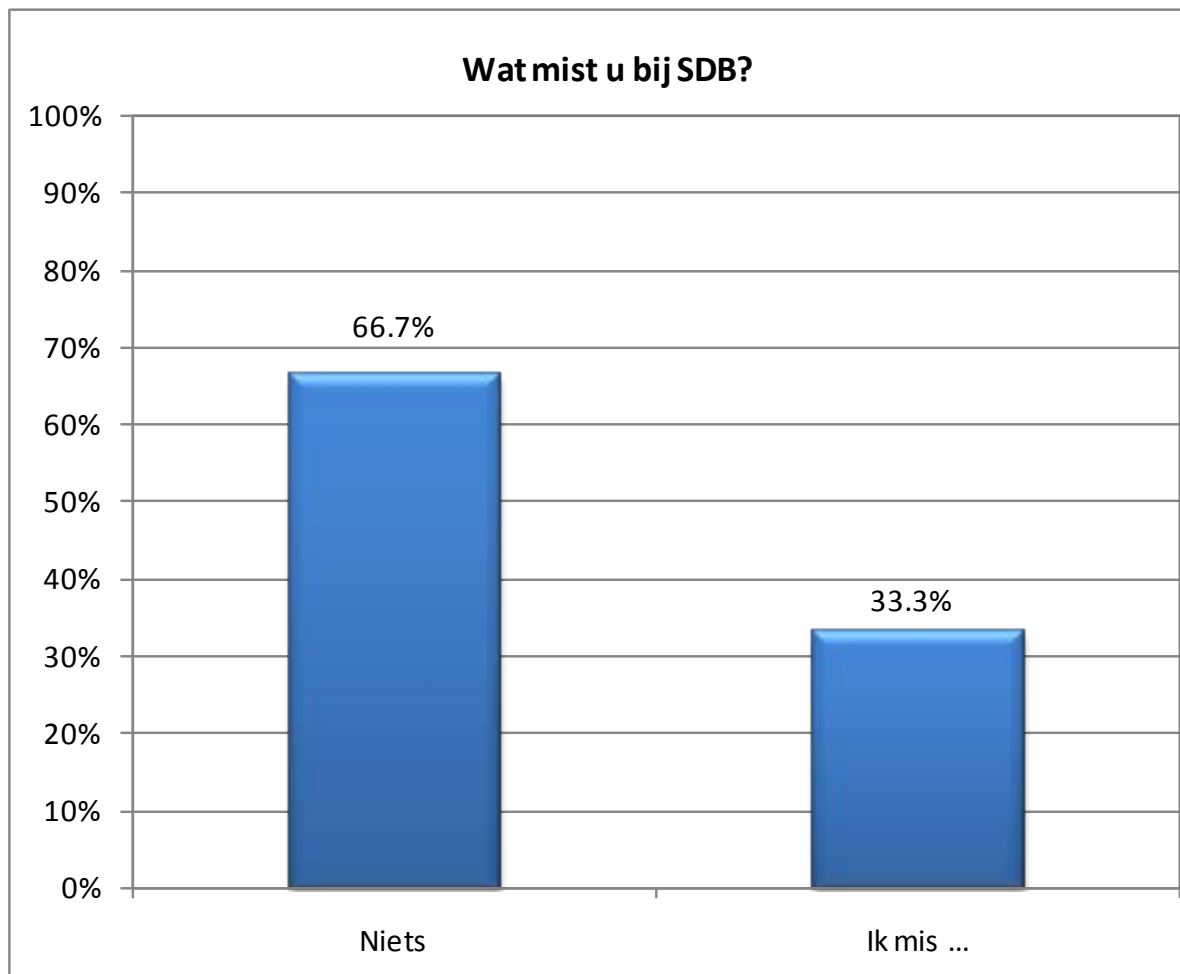


De informatievoorziening

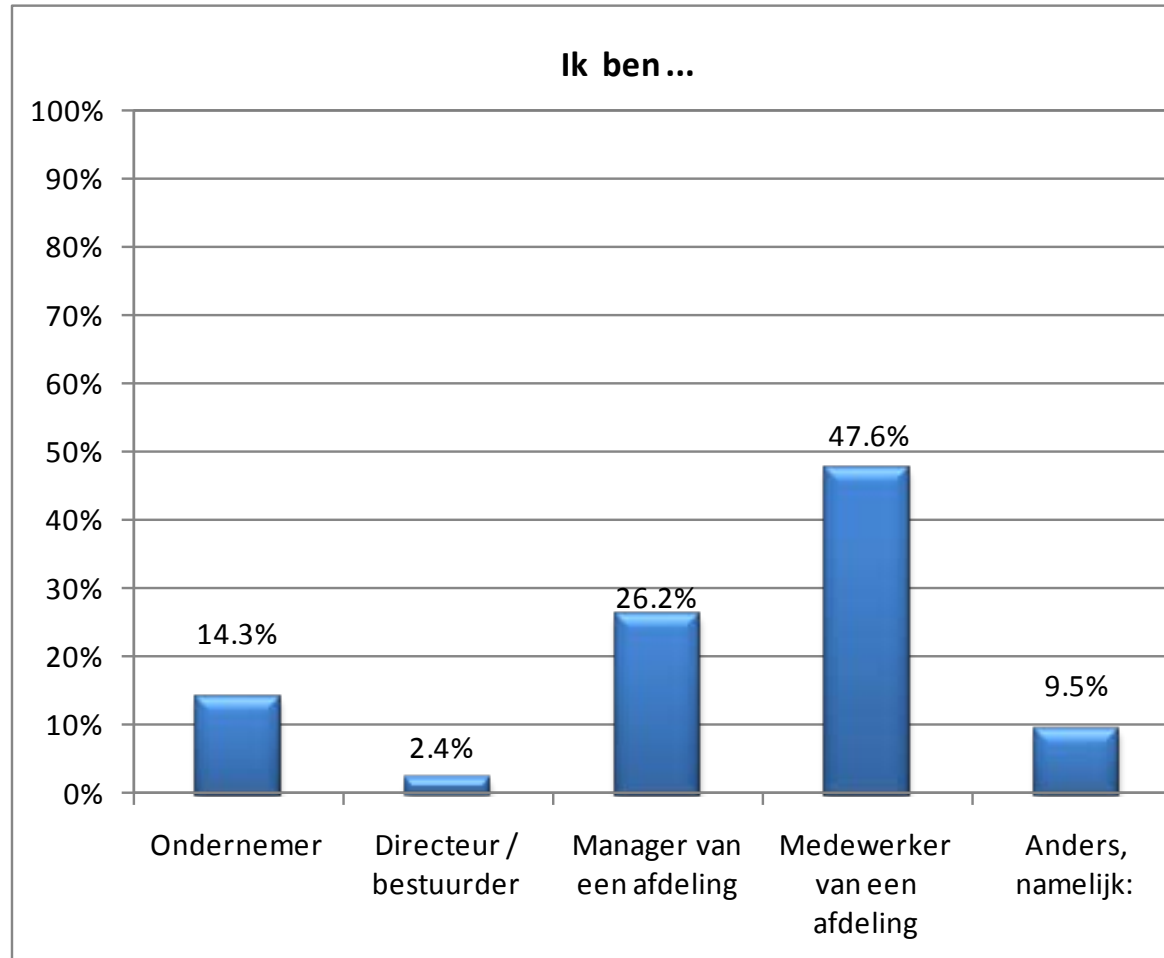




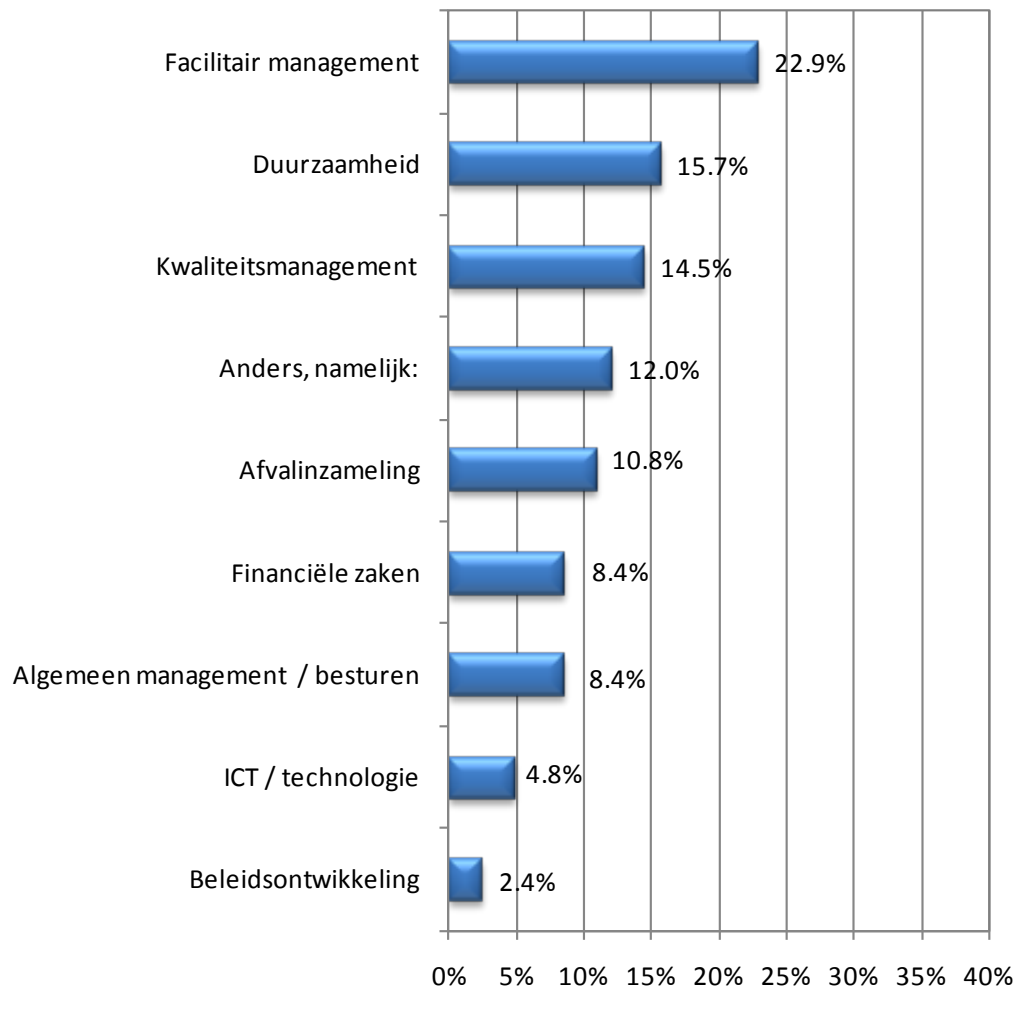


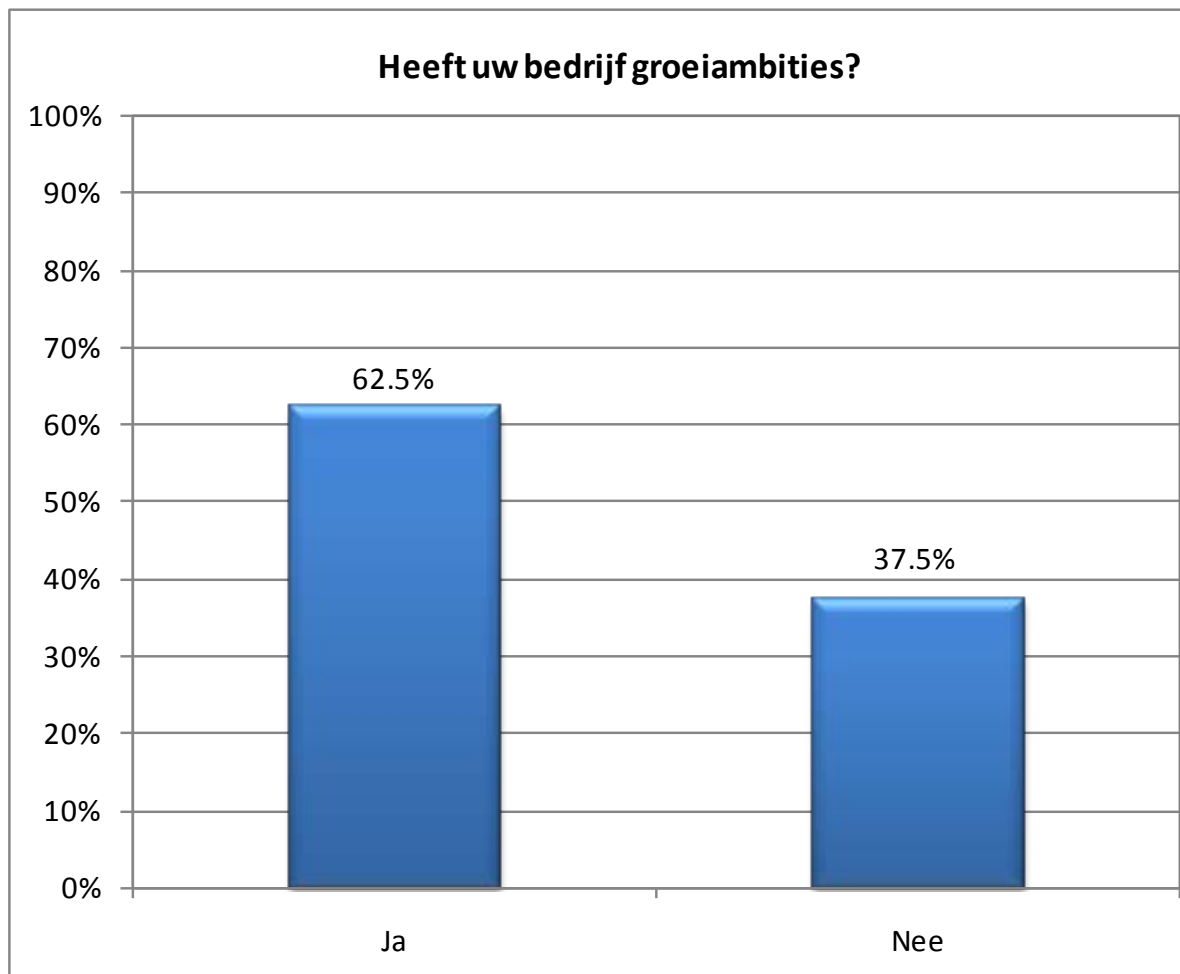


Persoonlijke gegevens

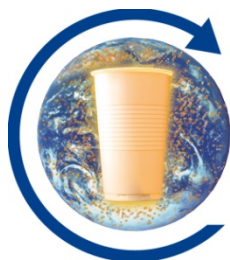


Waarmee bent u binnen uw bedrijf / instelling voornamelijk bezig?





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The end

